

FINANCIAL ANALYSIS PORTFOLIO

**PREPARED BY
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**FINANCIAL
STATEMENTS FOR
MOULIN POUCH CO.**

FOR THE YEAR 2020 AND 2021

Moulin Pooch Co.

- Moulin Pooch Co. is a Wholesale Company that sells 10 different products distributed through 17 stores that range from vets, to online pet shops, physical pet shops, community clubs that bulk buy, and individual resellers.

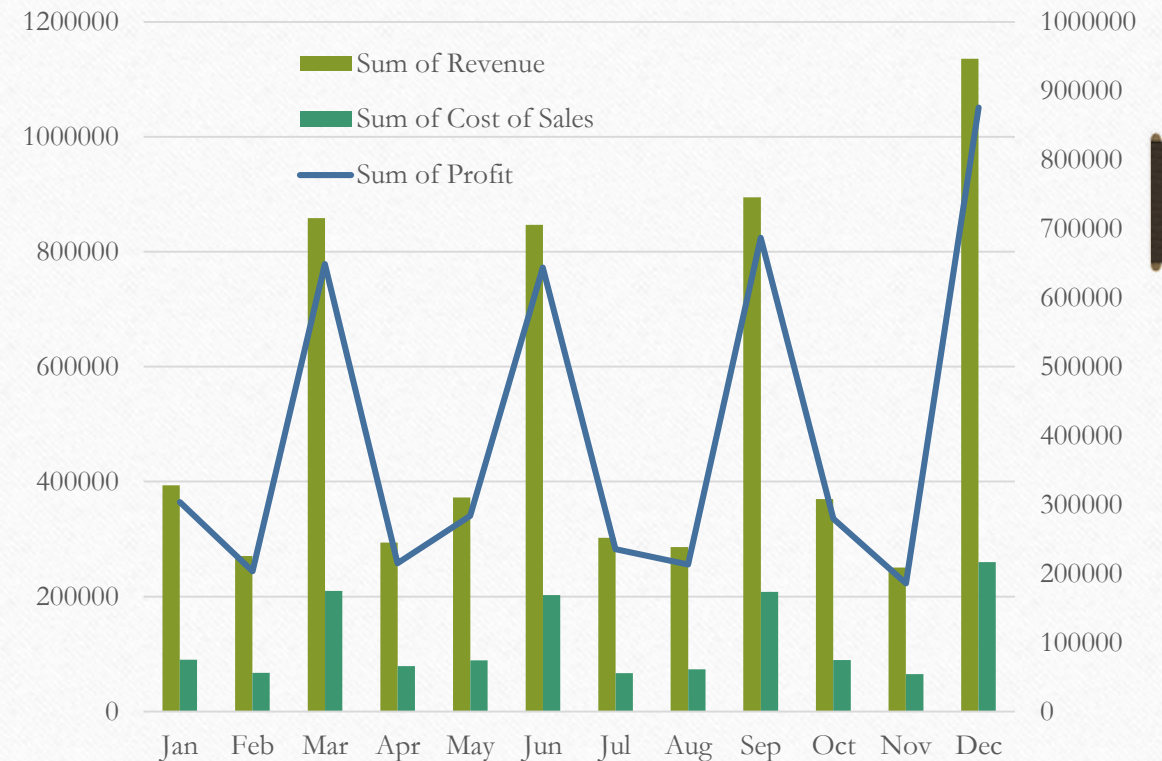
COMPANY'S TOTAL ANNUAL REVENUE, COST OF SALES AND GROSS PROFIT

Chart Insights:

From this Chart, we realize that there was a decrease in February and afterwards, there was a significant rise in Revenue and profit in March

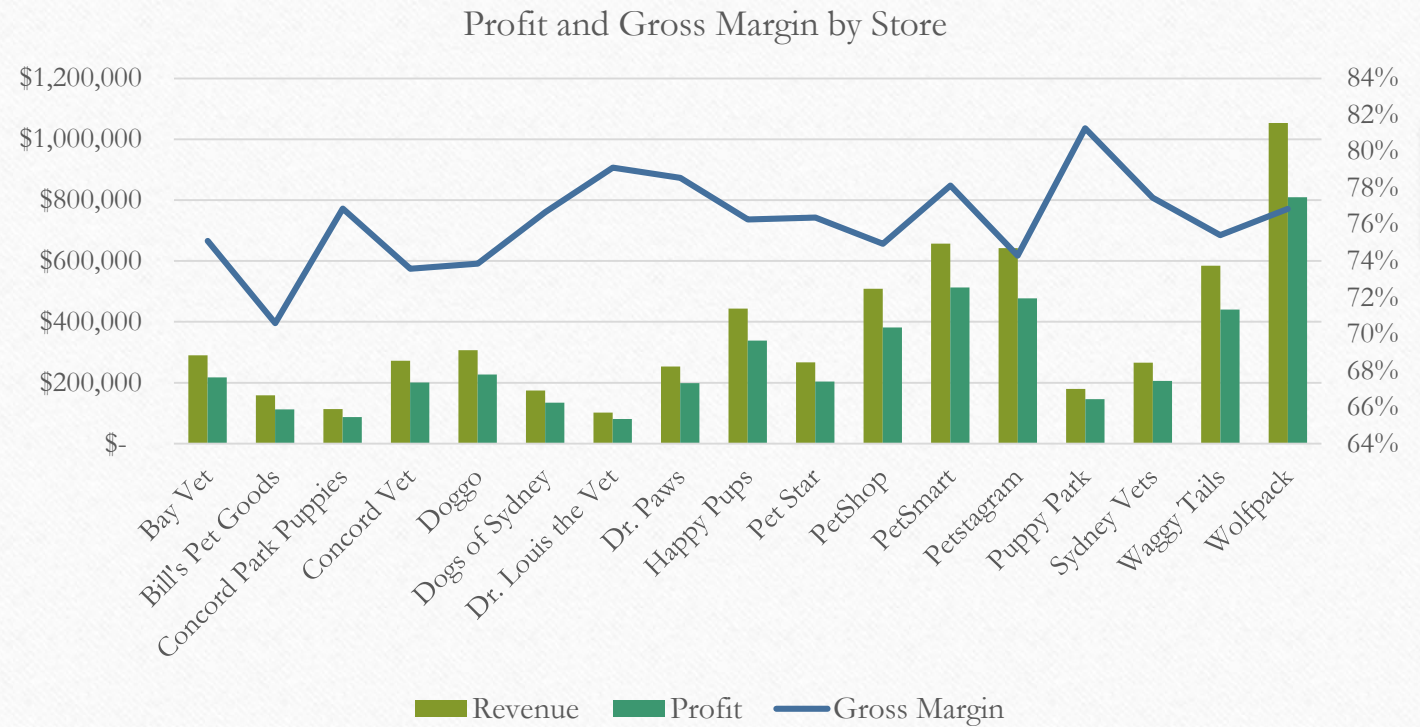
after that, there was a decrease for 2 months, and another increase came afterwards.

And finally, in December, there was a huge increase in Revenue and Profit.



PROFIT AND GROSS MARGIN BY STORE

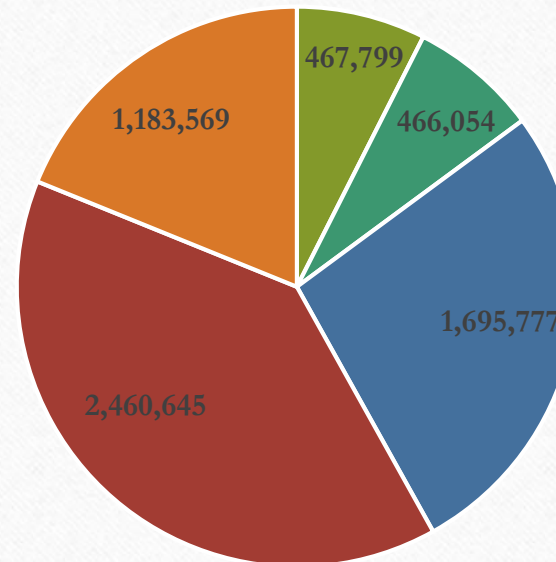
Most profitable store by Profit(\$)	Wolfpack
Most profitable store by Gross Margin(%)	Puppy Park



REVENUE BY TYPE OF STORE

- **Physical pet shop** produced the highest Revenue.
- While **Individual Reseller** produced the lowest

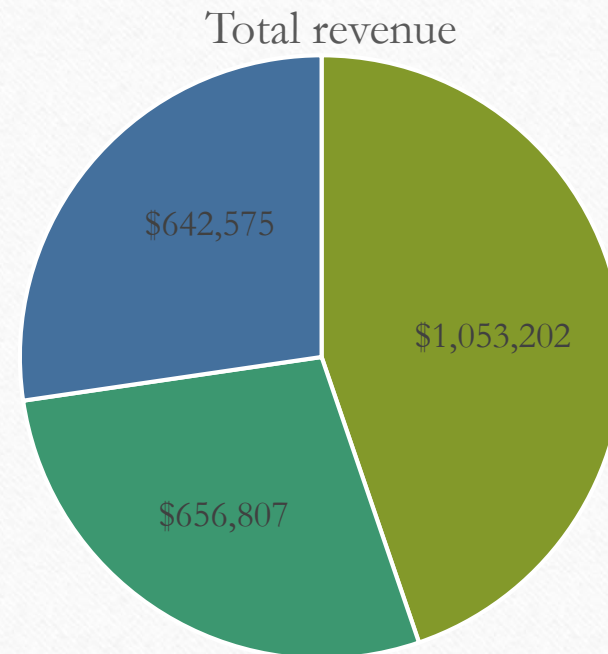
Revenue by type of store



■ Community club ■ Individual reseller ■ Online pet shop ■ Physical pet shop ■ Vet

TOP 3 STORES BY REVENUE

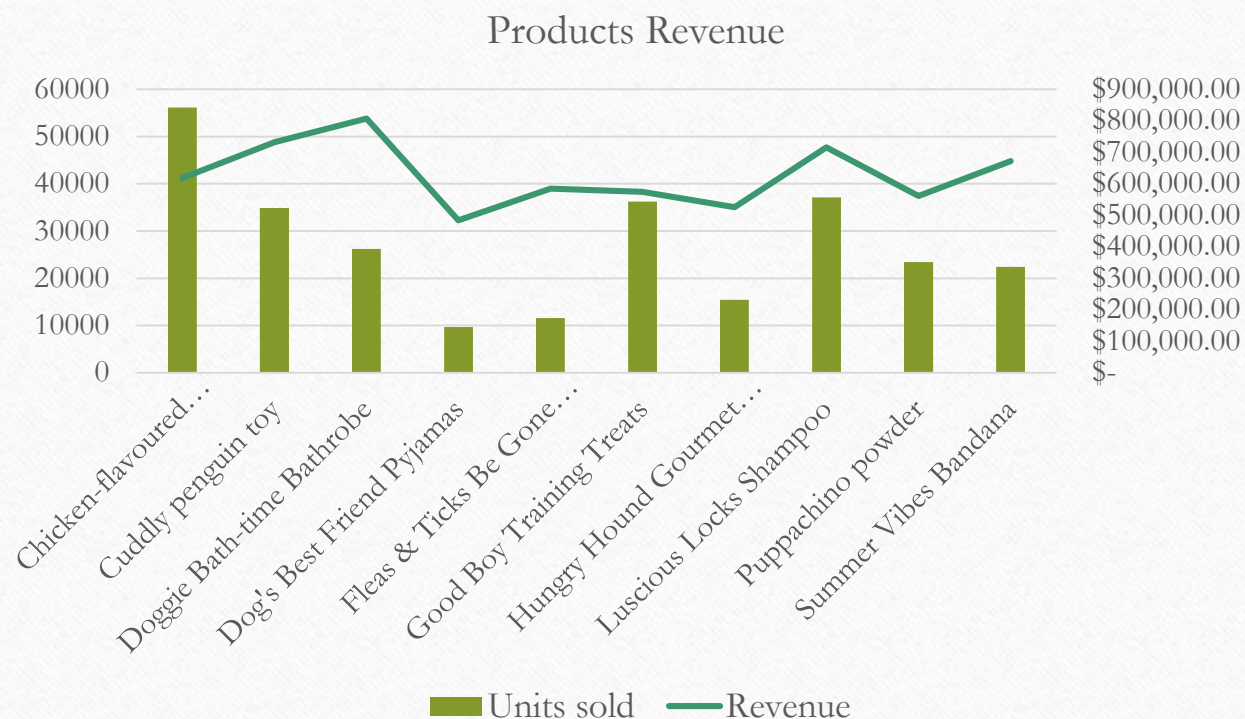
- 1. Wolfpack Online Pet shop
- 2. Petsmart Physical Pet shop
- 3. Petstagram Online Pet shop



■ Wolfpack Online pet shop ■ PetSmart Physical pet shop ■ Petstagram Online pet shop

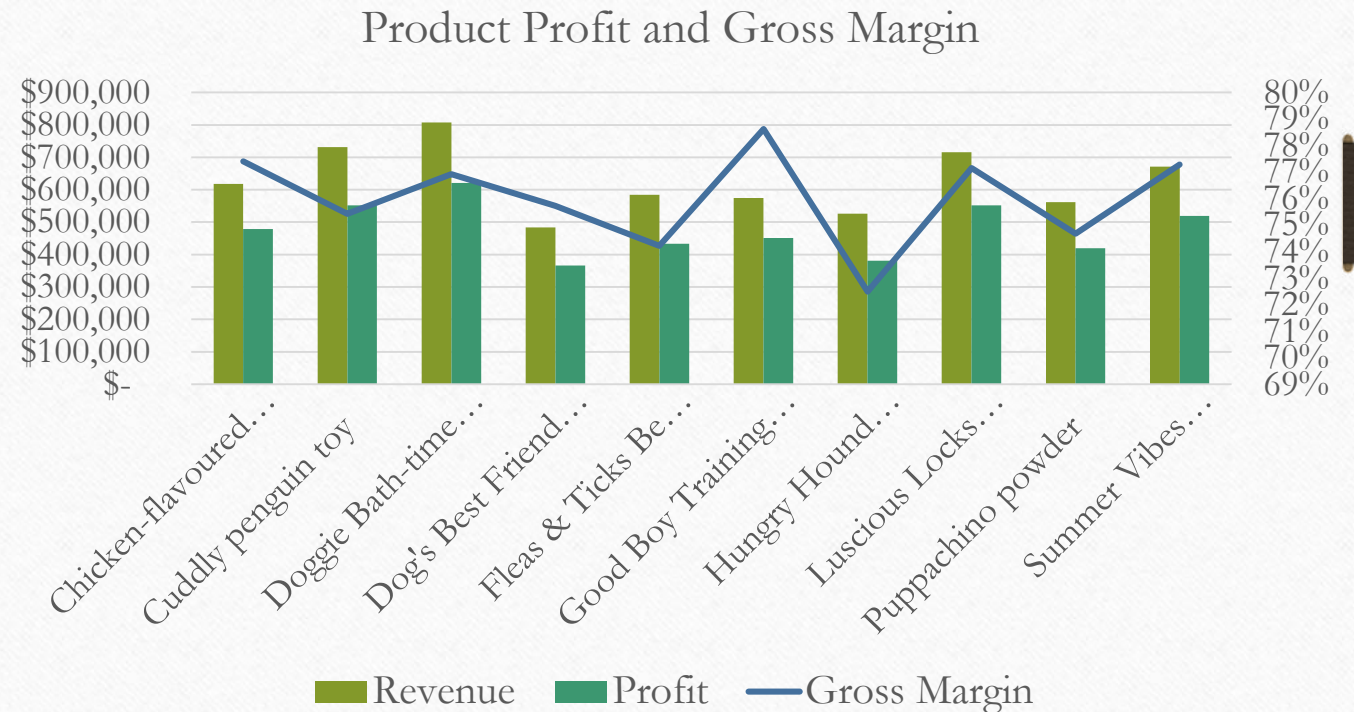
Product Sales and Revenue

- We see here that **‘Chicken-flavored tooth paste’** was the most sold product but did not produce the highest Revenue. Rather, the product with the highest Revenue is **‘Doggie Bath-time Bathrobe’**.
- While the least sold product which also produced the lowest Revenue is **‘Dog’s Best friend pyjamas’**.



Most profitable Product by Profit and Gross Margin.

Most profitable product by Profit(\$)	Doggie Bath-time Bathrobe
Most profitable product by Gross Margin(%)	Good Boy Training Treats

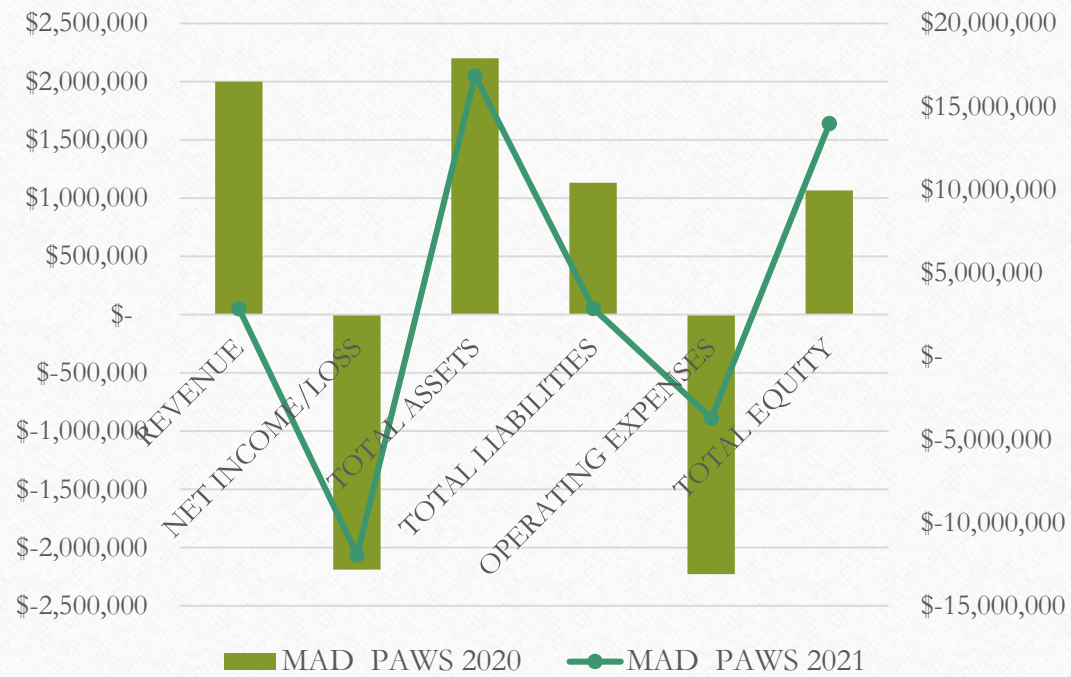


COMPETITOR FINANCIAL PERFORMANCE

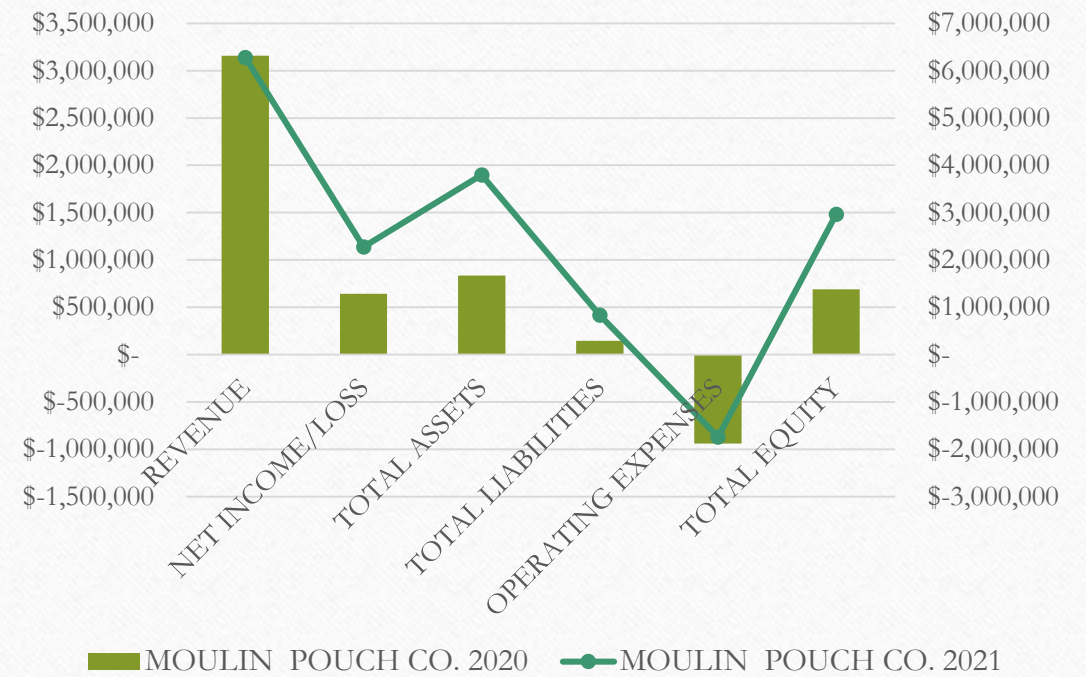
	MAD PAWS			MOULIN POUCH CO.	
	2020	2021		2020	2021
REVENUE	\$1,999,614	\$2,854,648	REVENUE	\$3,158,591	\$6,273,844
NET INCOME/LOSS	\$(2,188,019)	\$(11,934,981)	NET INCOME/LOSS	\$640,961	\$2,272,632
TOTAL ASSETS	\$2,199,070	\$16,848,283	TOTAL ASSETS	\$835,985	\$3,794,630
TOTAL LIABILITIES	\$1,131,784	\$2,872,274	TOTAL LIABILITIES	\$145,024	\$831,036
OPERATING EXPENSES	\$(2,227,942)	\$(3,726,096)	OPERATING EXPENSES	\$(940,100)	\$(1,744,200)
TOTAL EQUITY	\$1,067,286	\$13,976,009	TOTAL EQUITY	\$690,961	\$2,963,594

FINANCIAL PERFORMANCE CHARTS

MAD PAW FINANCIAL PERFORMANCE



MOULIN POUCH FINANCIAL PERFORMANCE



KEY FINDINGS

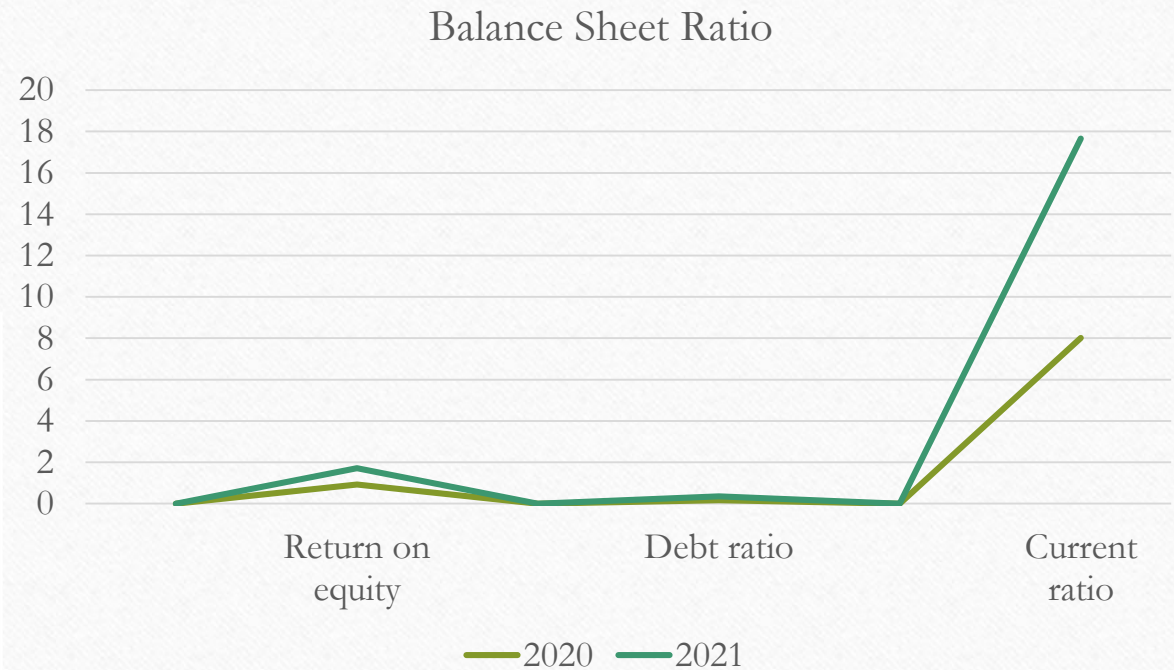
From the above tables and charts, we observe that MAD PAWS generated quite little Revenue compared to their liabilities and expenses. The annual Revenue is not sufficient to cover the annual Expenses which leads to a **LOSS** in their Net Income. However, they tend to have a very high Asset input and a high Equity input as well.

We see that MOULIN POUCH CO. generated quite a good amount of Revenue but don't have a high Asset and high Equity input. Their Liabilities are quite low as well, which gives them a **PROFIT** in their Net Income.

BALANCE SHEET RATIO

	2020	2021
Return on equity	93%	78%
Debt ratio	17%	18%
Current ratio	8.01	9.66

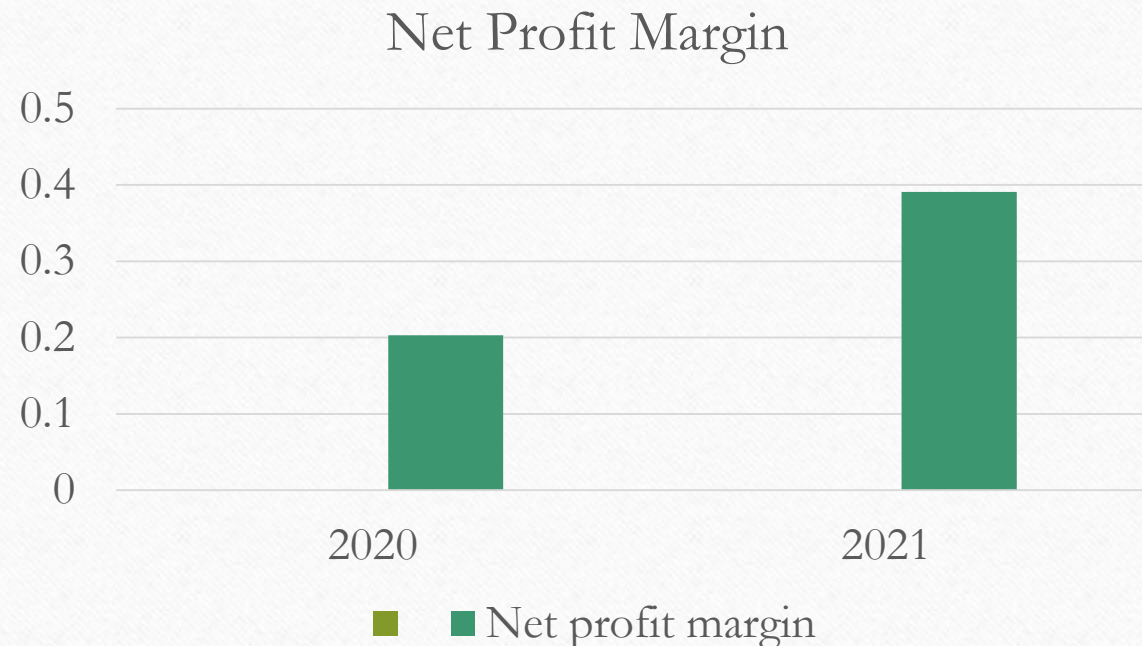
We see here that the **ROE** reduced in the following year due to the increase in Liability. We see also that there was an increase in the **DEBT RATIO** and a decrease in the **CURRENT RATIO**.



NET PROFIT MARGIN

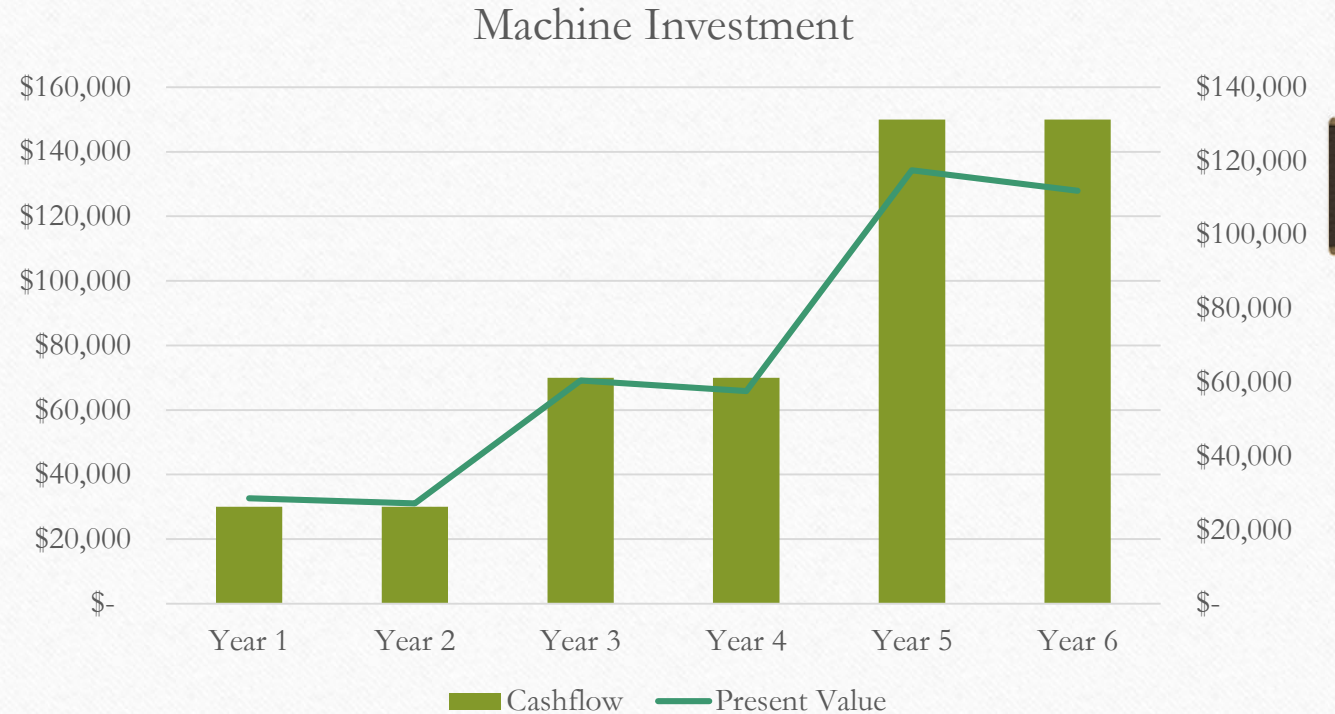
	2020	2021
Net profit margin	20%	39%

We see here that there was a significant increase in the NET PROFIT MARGIN, this shows the Company is a profitable one.



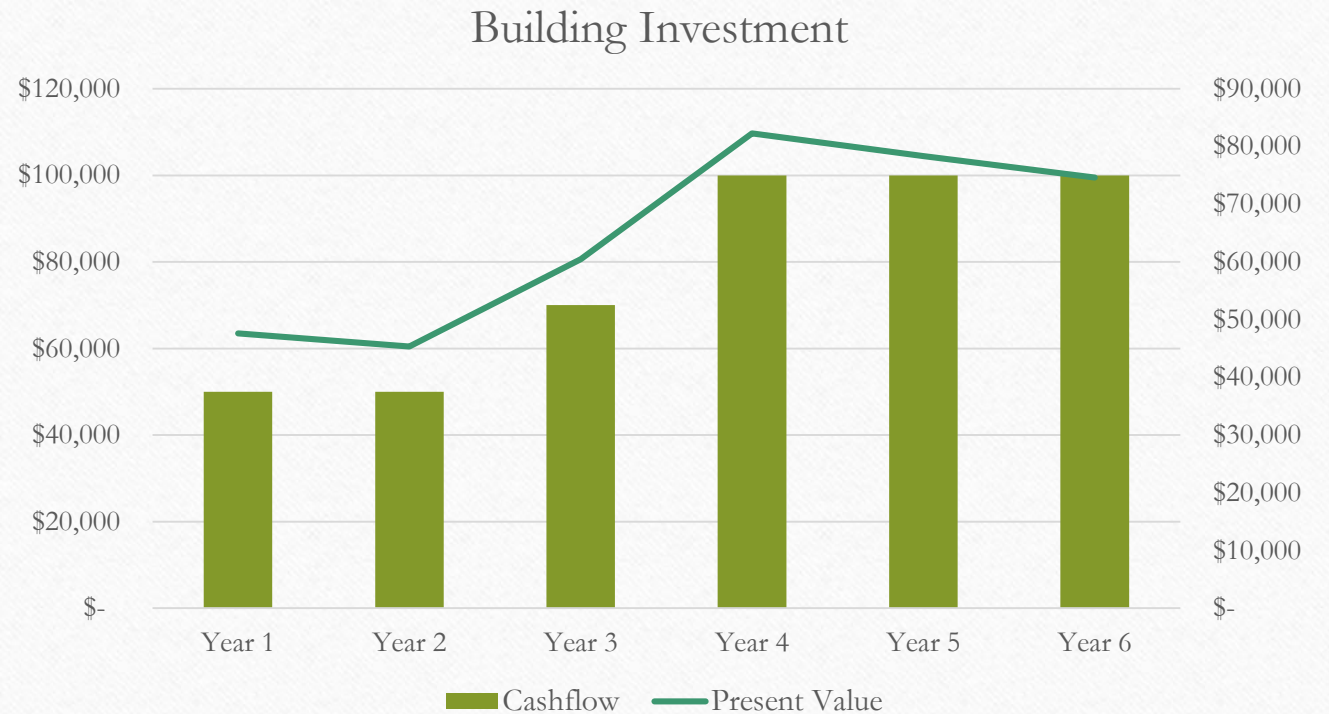
INVESTMENT ONE

We see here that the NPV is \$203,301 which is higher than the initial investment, This would be the best opportunity to invest in that can yield profit in the next 6 years.



INVESTMENT TWO

Here the NPV is less than the initial investment, so it's not advisable to go with this opportunity if you intend to make profit in 6 years.



THANK YOU



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